Conor Vesey

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Publications & Templates | Brand Systems | Print & Environmental Design

Senior graphic designer with 12+ years of experience creating publications, branded templates, and print, digital, and tradeshow materials for in-house teams and B2B clients. Turns complex, technical information into clear, polished visuals and manages projects independently from concept through production.

Areas of Expertise

Programs

- Photoshop
- Illustrator
- After Effects
- InDesign
- Premiere Pro
- ChatGPT
- Claude
- vizcom

Publications & Information Design

- Reports, guidelines, benefits guides, and long-form documents
- Information design, charts, and tables that make complex content easy to follow
- InDesign production, including parent pages, paragraph and table styles, and prepress

Templates & Presentations

- Branded templates in InDesign, Word, and PowerPoint with styles, tables, and page formatting
- Templates built for non-designers: easy to use, hard to break
- Executive and stakeholder presentations

Brand, Experiential & Production

- Marketing collateral, campaigns, and brand consistency across multiple brands and locations
- Tradeshow exhibits, environmental graphics, signage, and large-format design
- Production-ready files for print, large-format, specialty applications, plus vendor coordination

Work Experience

Digital Designer (2021 - 2026) - Dorel Home Furnishings

- Produced print, digital, and multimedia marketing materials for a portfolio of national furniture brands, maintaining each brand's distinct standards.
- Created catalog-quality product imagery and 3D renderings, using AI-assisted workflows with careful review of every output.

Benefits Communications Designer (2019 - 2026) - USI Insurance Services

- Designed benefits guides and enrollment materials for 30+ employer groups, turning complex healthcare and financial information into clear, print-ready documents.
- Built and adapted master InDesign templates so each guide stayed accurate and consistent at volume.

Freelance Designer (2014 - Present)

- Designed strategy guidelines, reports, branded environment guides, tradeshow displays, and presentations for clients including UNJSPF, Merrell, and BLANCO.

Lead Graphic Designer (2015 - 2021) - Quirk Auto Group

- Led marketing design for 15 dealerships, maintaining manufacturer brand standards for Ford, Chevrolet, Volkswagen, and other national brands.
- Built templates that kept every location on-brand while making local details fast to update, supporting high-volume print, direct mail, email, and digital campaigns.
- Coordinated with printers and vendors on large-format and print production.

Education

Southern New Hampshire University
Master's in Management (Expected 2028)

University of New Hampshire
Bachelor of Arts (2014)